

ABSTRACT AMENDMENT

Please Amend the Abstract of the Invention as follows:

AMENDED ABSTRACT OF THE INVENTION

a-1
A method for driving a liquid crystal display device including a plurality of row electrodes ~~and intersecting~~ a plurality of column electrodes, a scanning voltage being applied to each of the ~~plurality of~~ row electrodes, ~~and a signal voltage being applied to each of the plurality of column electrodes, and the plurality of row electrodes intersecting the plurality of column electrodes~~, the method comprising the steps of: a) determining, for each of the ~~plurality of~~ column electrodes, correction data for correcting the signal voltage based on an increment or a decrement of an effective voltage value between each of the ~~plurality of~~ row electrodes and ~~each of the plurality of~~ column electrodes; and b) applying a correction voltage for correcting the signal voltage to each of the ~~plurality of~~ column electrodes in accordance with the correction data. An increment or decrement of the effective voltage value ~~includes at least either of may be due to~~ i) ~~an increment or decrement of an effective voltage value due to~~ at least either a blunt waveform or induced distortion of the signal voltage or ii) ~~an increment or decrement of an effective voltage value due to~~ at least either a blunt waveform or induced distortion of the scanning voltage, ~~or iii) both.~~